
GENERAL PROCEDURAL POLICIES

TRADE MEDIA VISITS TO CVM

1. **Purpose:**

This guide establishes Center policy in scheduling visits by trade media representatives. This policy should be adhered to in all but the most exceptional cases.

2. **Scheduling Visits:**

- a. Trade media requests to visit CVM should be made in advance to CVM's Communications Staff (HFV-12) on (301) 594-1755.
 - b. Trade media representatives who plan to visit on a regular basis (such as once each week) may arrange standing meetings with the people they care to visit.* They should specify approximate times, etc. A list of these meetings should be supplied to the Communications Staff.
 - c. All visitors must enter the Metro Park North II Building, 7500 Standish Place, Rockville, MD by the front door. Visitors must then register with the guard and be issued a visitor badge. Trade media representatives should contact CVM's Communications Staff at this time. A telephone is provided at the guard's desk.
 - d. Members of CVM's Communications Staff will escort media representatives to one of the three CVM visitor meeting rooms located on the third and fourth floors of the Metro Park North II Building. The meeting rooms will be equipped with telephones from which media representatives may contact CVM staff. Meetings between CVM staff and media representatives normally will occur in the meeting rooms. Visits by trade media representatives should not take place in offices where trade secret or confidential information is reviewed.
 - e. If possible, visits should be scheduled within the Center's core hours of 9:30 a.m. to 3:30 p.m., thus assuring a higher likelihood that the CVM personnel will be available.
- * CVM personnel are not obligated to be available each week, if Center business preempts their time. If Center personnel are not available when a trade media

representative arrives, the representative should move on to the next person on the regular schedule.